IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1-20 (Cancelled)

21. (New) An method for providing a recommendation to a customer, comprising:

determining a customer need for each of a set of traits;

rating a set of products, wherein rating each product further comprises rating each customer need against a value of the product using fuzzy logic, wherein the customer need and the value correspond to the same trait and the rating is relative to the customer need; and

recommending a product from the set of products.

22. (New) The method of claim 21, wherein rating each customer need against a value of the product using fuzzy logic employs a membership function.

23. (New) The method of claim 22, wherein the membership function employs a z fuzzy set or an s fuzzy set.

24. (New) The method of claim 23, wherein rating each customer need against a value of the product using fuzzy logic comprises determining a customer satisfaction level corresponding to each trait.

25. (New) The method of claim 24, wherein rating each product against a value of the product using fuzzy logic comprises aggregating the customer satisfaction levels corresponding to the set of traits.

26. (New) The method of claim 21, wherein determining the customer need further comprises calculating the customer need based on a set of customer answers to a set of questions.

27. (New) The method of claim 26, wherein determining the customer need comprises presenting the set of questions to the customer and receiving the set of answers from the customer.

28. (New) The method of claim 27, wherein the set of questions are internet access guidance engine questions.

29. (New) The method of claim 28, wherein the set of products are related to internet access.

30. (New) The method of claim 29, wherein the set of traits include cost, ability to host a web site, reliability and bandwidth.

31. (New) The method of claim 21, wherein recommending the product comprises providing an explanation of why the product is being recommended.

32. (New) A computer system readable medium having code for providing a recommendation to a customer, wherein code embodied within the computer system readable medium comprises instructions for:

determining a customer need for each of a set of traits;

rating a set of products, wherein rating each product further comprises rating each customer need against a value of the product using fuzzy logic, wherein the customer need and the value correspond to the same trait and the rating is relative to the customer need; and

recommending a product from the set of products.

33. (New) The computer system readable medium of claim 32, wherein rating each customer need against a value of the product using fuzzy logic employs a membership function.

34. (New) The computer system readable medium of claim 33, wherein the membership function employs a z fuzzy set or an s fuzzy set.

35. (New) The computer system readable medium of claim 34, wherein rating each customer need against a value of the product using fuzzy logic comprises determining a customer satisfaction level corresponding to each trait.

36. (New) The computer system readable medium of claim 35, wherein rating each product comprises aggregating the customer satisfaction levels corresponding to the set of traits.

37. (New) The computer system readable medium of claim 32, wherein determining the customer need further comprises calculating the customer need based on a set of customer answers to a set of questions.

38. (New) The computer system readable medium of claim 37, wherein determining the customer need comprises presenting the set of questions to the customer and receiving the set of answers from the customer.

39. (New) The computer system readable medium of claim 38, wherein the set of questions are internet access guidance engine questions.

40. (New) The computer system readable medium of claim 39, wherein the set of products are related to internet access.

41. (New) The computer system readable medium of claim 40, wherein the set of traits include cost, ability to host a web site, reliability and bandwidth.

42. (New) The computer system readable medium of claim 32, wherein recommending the product comprises providing an explanation of why the product is being recommended.

43. (New) An system for providing a recommendation to a customer, comprising:

an expert system operable for:

determining a customer need for each of a set of traits;

rating a set of products, wherein rating each product further comprises rating each customer need against a value of the product using fuzzy logic, wherein the customer need and the value correspond to the same trait and the rating is relative to the customer need; and

recommending a product from the set of products.

44. (New) The system of claim 43, wherein rating each customer need against a value of the product using fuzzy logic employs a membership function.

45. (New) The system of claim 44, wherein the membership function employs a z fuzzy set or an s fuzzy set.

46. (New) The system of claim 45, wherein rating each customer need against a value of the product using fuzzy logic comprises determining a customer satisfaction level corresponding to each trait.

47. (New) The system of claim 46, wherein rating each product comprises aggregating the customer satisfaction levels corresponding to the set of traits.

48. (New) The system of claim 43, wherein determining the customer need further comprises calculating the customer need based on a set of customer answers to a set of questions.

49. (New) The method of claim 48, wherein calculating the customer the customer need comprises presenting the set of questions to the customer and receiving the set of answers from the customer.

50. (New) The system of claim 49, wherein the set of questions are internet access guidance engine questions.

51. (New) The system of claim 50, wherein the set of products are related to internet access.

52. (New) The system of claim 51, wherein the set of traits include cost, ability to host a web site, reliability and bandwidth.

53. (New) The system of claim 43, wherein recommending the product comprises providing an explanation of why the product is being recommended.